**MR2300 – Business Research**

Fall 2011 Clarenville Campus

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**CLASS MEETS:** Monday 8:30-10:25 Room 126, Tuesday – 12:30-2:25 Room 126, Friday - 2:30 – 3:25 Room 119

**TEXT:** Zikmund; Essentials of Marketing Research, 4th Edition, South Western

**SPECIFIC COURSE EVALUATION:**

Research Proposal 10%

Research Survey 10%

Research Paper 20%

Research Presentation 10%

Midterm Exam 20%

Final Exam 30%

**Term Research Project Report Detailed Requirements:**

The Term research project is a four part project that you will complete as a group over the course of the term. The Research Project is made up of dependent parts consisting of:

Part A: Research Proposal – for the term project and its components (Value 10% - Due no later than Friday**, October 14**)

Part B: Research Survey: Submit your chosen survey instrument (Value 10% - Due Friday, **November 18)**

Part C: Research Findings Presentation (Value 10% - Due last week of classes)

Part D: The Completed Research Report with findings/conclusions/recommendations (Value 20% - **Due last day of class**)

The Topic - Topic selection tips

In selecting a topic use the following as a general guideline:

• Your research will help a marketing manager in making a marketing decision. Therefore, make the decision situation a part of your proposal.

• Avoid sensitive topics that may require special care and expertise in research design.

• Topics that require respondents to have extensive knowledge on obscure subjects are more difficult to conduct than those that are more familiar to the respondents.

• Avoid niche products since finding information and interviewing qualified respondents will be difficult

• Topics that deal with existing customers and their behavior are easier than working with potential customers.

When you select your topic, write a two page proposal so that I know what your group will be doing and that the topic is a manageable one for one semester. The Proposal must include the following elements:

A Definition of the Research Objectives: Outlining the purpose of the project - The team research project is an opportunity for you to experience what is involved in conducting a marketing research study. The main purpose of the research project is learning. Depending on the topic selected, your results may have limitations in real world terms. This does not mean that substantive errors in your design or execution are acceptable.

Exploratory Research: Help identify the decisions that need to be made – Outline the secondary data, previous research, or case study that you used to help define the Problem Definition

At the completion of the study you present your findings and you will produce a research report. This will be a business report and should use a suitable style. Remember that your client has hired you as a professional and your report should convey the same image. Read the chapter in the book regarding the proper presentation of research findings, and do it now. Besides explaining the structure of a written research report, the chapter also offers examples.

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| **Calendar & Course Outline** | |
|  | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Weeks:** | **Topic:** | **Learning Objectives** | **Ch.** | **Notes:** | | **Week 0**  **Week 1**  **Sept 7** | **Unit 1.** [Introduction to Business Research](javascript:parent.goToFirstTopic(155340);) | *By the end of this unit, you should be able to:*   1. Define Marketing Research 2. Define the Marketing Concept 3. Explain the role of research in marketing strategy 4. Identify when Marketing Research is needed. 5. Describe the characteristics of valuable information 6. Describe the three basic types of Marketing Research 7. Outline and discuss the stages of the research process 8. Identify the ways which marketing research departments are organized. 9. Discuss the ethical implications of Marketing Research | 1 & 4 |  | | **Week 2**  **Sept 12**  **Week 3**  **Sept 19** | **Unit 2.** [The Marketing Research Process](javascript:parent.goToFirstTopic(155356);) | *By the end of this unit, you should be able to:*   1. List and describe the stages Marketing Research Process 2. Classify marketing research as either exploratory research, descriptive research or causal research | 3 |  | | **Week 4**  Sept 26 | **Unit 3.** [Getting Started with Exploratory Research](javascript:parent.goToFirstTopic(155366);) | By the end of this unit, you should be able to:  1. Define Exploratory Research  2 Know why exploratory research is conducted  3 Define the basic categories of Exploratory Research  4 Know the limits of Exploratory Research | 5 |  | | **Week 5**  **Oct 3** | **Unit 4.** [Secondary Data Research](javascript:parent.goToFirstTopic(155378);) | *By the end of this unit, you should be able to:*  1 Explain the meaning and use of secondary data  2 Explain the pros and cons of using secondary data.  3 Use traditional sources of secondary market data  4 Explain how to evaluate secondary information  5 Describe how databases are accessed | 6 |  | | **Week 6**  **Oct 10** | **Unit 5.** [Primary Data Research - Surveys](javascript:parent.goToFirstTopic(155390);) | *By the end of this unit, you should be able to:*   1. Discuss the nature of surveys in Market research. 2. Understand the advantages and disadvantages of surveys 3. Describe the various types of surveys 4. Describe the various types of survey error 5. Discuss possible strategies to reduce survey error | 7 | **Term Project Proposal Due** | | **Week 7**  **Oct 17** | **Unit 6.** [Primary Data Research - Observatio](javascript:parent.goToFirstTopic(155401);)n | *By the end of this unit, you should be able to:*   1. Distinguish between scientific observation and casual observation 2. Distinguish what can and cannot be observed in people and things 3. Describe the characteristics of observational research. 4. Describe the ethical considerations of observational research | 8 | **Midterm Covering Chapters 1-7)** | | **Week 8**  **Oct 24** | **Unit 7.** [Primary Data Research - Experiments](javascript:parent.goToFirstTopic(155414);) | *By the end of this unit, you should be able to:*   1. *Define experimentation and the requirements for making a true experiment* 2. *Define the independent and the dependent variable* 3. *Evaluate factors that influence the selection and measurement of dependent variables* 4. *Select and assign test units* 5. *Discuss experimental error* 6. *Manage extraneous variables* 7. *Discuss the ethical issues surrounding experiments* | 9 |  | | **Week 9**  **Oct 31** | **Unit 8.** [Measurement & Questionnaire Design](javascript:parent.goToFirstTopic(155424);) | *By the end of this unit, you should be able to:*   1. Determine what needs to be measured 2. Discuss the various types of measurement scales 3. Describe the criterion for good measurement 4. Describe how consumer attitudes are measured 5. Discuss the various types of rating scales and the merits of each type 6. Explain the importance of questionnaire design 7. Describe and explain the basic types of questions asked. 8. Discuss the basic activities involved in question design & delivery 9. Design and test questionnaires | 10 & 11 |  | | **Week 10**  **Nov 7** | **Unit 9.** [Sampling & Data Collection](javascript:parent.goToFirstTopic(155442);) | *By the end of this unit, you should be able to:*   1. Define a sample; a population; a population element and a census 2. Explain why researchers use samples. 3. Design an appropriate sample. 4. Use appropriate statistical tools to extract a useful sample from a population. 5. Identify the key concepts in a sampling plan 6. Control for errors that can occur in sampling 7. Illustrate the distinctive features of probability and non-probability samples 8. Calculate and interpret the Mean, Median, Mode and Standard Deviation of data. 9. Develop frequency distributions for data 10. Calculate sample size and the sample size of a proportion. | 12 & 13 |  | | **Week 11**  **Nov 14** | **Unit 10.** [Data Analysis](javascript:parent.goToFirstTopic(155452);) | *By the end of this unit, you should be able to:*   1. Describe the various methods for summarizing data 2. Explain cross tabulations and descriptive statistics 3. Describe the procedures for testing hypotheses 4. Use hypothesis tests | 14 | **Research Survey Due** | | **Week 12**  **Nov 21** | **Unit 11.** [Communicating Results](javascript:parent.goToFirstTopic(155460);) | *By the end of this unit, you should be able to:*   1. Understand the components of effective communications 2. Discuss the general guidelines for writing the research project 3. Prepare a formal research report 4. Present an oral report | 16 |  | | Week 13  Nov 28 | Review for Final Exam |  |  | **The Research Report Due**  **Final** | |